

## **REMARKS**

This is intended as a full and complete response to the Office Action dated August 26, 2010, having a shortened statutory period for response set to expire on November 26, 2010. Please reconsider the claims pending in the application for reasons discussed below.

Claims 1-3, 6, 13-16 and 18-19 are pending in the application. Claims 1-3, 6, 13-16, 18-19 and 23-34 remain pending following entry of this response. Claims 1, 3, 6, 13-15 and 19 have been amended. New claims 23-34 have been added to recite aspects of the invention. Applicants submit that the amendments and new claims do not introduce new matter.

Further, Applicants are not conceding in this application that those amended (or cancelled) claims are not patentable over the art cited by the Examiner, as the present claim amendments and cancellations are only for facilitating expeditious prosecution of the claimed subject matter. Applicants respectfully reserve the right to pursue these (pre-amended or cancelled claims) and other claims in one or more continuations and/or divisional patent applications.

### Claim Rejections - 35 U.S.C. § 112

Claim 13 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite. Specifically, the Office Action states:

Claim 13 recites the limitation "the saved banner advertisements" in line 13. There is insufficient basis for this limitation in the claim.

Office Action, p. 3.

With this response, Applicants have amended claim 13 to recite that the banner advertisements are saved. Accordingly, Applicants respectfully submit that the rejection is obviated.

### Claim Rejections - 35 U.S.C. § 103

Claims 1-3, 6, 13-16, 18, and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Rice* (6,486,891).

With this response, Applicants have amended claim 1 to recite that the banner advertisements and associated links are identified and saved without having received any user request to save the banner advertisements and without having received any user request to save the associated links. Independent claims 13 and 14 have also been amended to recite similar limitations. Applicants submit that *Rice* does not teach or suggest the amended claims. The following table illustrates the shortcomings of *Rice* in a line-by-line analysis of selected portions of the claims.

Claim limitation not taught by <i>Rice</i>	Teaching of <i>Rice</i>
The <u>banner advertisements</u> and associated links are identified and saved.	The associated links are bookmarked, but the banner advertisements are not saved. <i>See Rice</i> , col. 7, lines 1-9.
The associated links are saved <u>without having received</u> any user request to save the associated links.	The associated links are bookmarked only responsive to a user request to bookmark the associated links. <i>See Rice</i> , Abstract; col. 7, lines 3-6.
The banner advertisements are saved <u>without having received</u> any user request to save the banner advertisements.	There is no teaching that the banner advertisements are saved without having received a corresponding user request.
Providing an advertising history window for <u>user-controlled browsing of the saved banner advertisements</u> .	No user-controlled browsing of banner advertisements is taught. Instead, the user may only select from a list of associated links. <i>See Rice</i> , Fig. 5C, element 515; col. 8, lines 1-7.
Receiving, via the advertising history window, user input <u>selecting one of the saved banner advertisements</u> .	At best, a user may only select an associated link, rather than the banner advertisement as claimed. <i>See Rice</i> , Fig.

5C, element 515; col. 8, lines 1-7.
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As shown in the above table, *Rice* fails to teach or suggest at least the underlined limitations, which are recited in the amended claims. Accordingly, Applicants respectfully request withdrawal of the rejection.

Therefore, the claims are believed to be allowable, and allowance of the claims is respectfully requested.

#### Conclusion

Having addressed all issues set out in the office action, Applicants respectfully submit that the claims are in condition for allowance and respectfully request that the claims be allowed.

Respectfully submitted, and  
**S-signed pursuant to 37 CFR 1.4,**

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